

FAMOUS PLAYERS THEATRES

**NATIONAL**

**Ballyhoo**

COMPILED AND  
EDITED BY  
**DAN KRENDEL**

**SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!**

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GO TO THE ANT ...

All of us have at one time or another riffed through the pages of our Bible to a favourite passage or story. One of the portions which used to cause me untold grief, when as a youngster I had to translate word by word from the original Hebrew text, was the Proverbs of Solomon. In later years, as often happens, I became very fond of King Solomon's witty admonitions. One of my favorite proverbs, and one which bears repetition, is this one.

"Go to the ant thou sluggard; consider her ways and be wise; which, having no guide, overseer or ruler, provideth her meat in the summer and gathereth her food in the harvest."

I guess times haven't changed so much. Seems that even away back when King Solomon was building his temple he had to continually exhort his workers to carry their fair share of the load, and not try to shift responsibility to somebody else's shoulders. Thousands of years later we see the same situation in a civilization which has, we are taught, made such tremendous forward strides since those almost forgotten biblical days.

Have you ever watched an ant's antics? I'll bet you've never caught one sitting still. They're forever on the move ... always doing something ... building their shelter ... stocking it with food ... providing for their future. They carry many times their own weight, and they carry their loads alone. The ant is considered to be the most industrious of God's creatures.

Okay, so now you have it, and you know what's coming ... We can do a lot worse than follow the example of the lowly ant. In the daily rush and pressure and competition of earning our livelihood we sometimes are apt to shirk - just a little, of course - our duties and our responsibilities ... both to ourselves and to our employers. We often are tempted to put off till tomorrow what we knew darn well should be done today ... We try to shift our load to other shoulders, bowed low with loads of their own.

Maybe all that is only human, and in line with the progress civilization has made. But ... our daily bread still tastes sweeter when spiced with the sweat of our brows ... so, let's take another gander at that ant ... and let's learn the lesson King Solomon tried to teach so many, many years ago.

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO

The following may not be a masterpiece of literary achievement, as a matter of fact it isn't even good verse. However, the few lines do suggest something ... a word of advice we may all do well to heed. I am indebted to Norm Jackson for bringing it to my attention. He found it in one of the numerous publications he subscribes to, and thought you guys might like it. Let's see what it says.

### THE GUY IN THE GLASS

When you get what you want in your struggle  
for self  
And the world makes you king for a day,  
Then go to your mirror and look at yourself  
And see what that guy has to say.

For it isn't your father, mother or wife  
Whose judgment upon you must pass,  
The fellow whose verdict counts most in  
your life  
Is the guy staring back from the glass.

He's the man YOU must please, never mind  
all the rest,  
For he's with you clear to the end,  
And you've passed your most difficult  
dangerous test  
If the man in the glass is your friend.

Oh you may be like Jack Horner and chisel  
a plum,  
And think you're a wonderful guy,  
But the man in the glass says you're only  
a bum  
If you can't look him straight in the eye.

You may fool the whole world down the path  
of the years  
And get pats on the back as you pass,  
But your final reward will be heartaches  
and tears,  
IF YOU'VE CHEATED THE GUY IN THE GLASS.

Well, it's certainly simple ... straightforward, and to the point. You got a mirror handy? O.K. then, take a good look. Are you pleased with what you see? And if the guy in the mirror could talk, do you think you'd enjoy hearing what he had to say to you?

It's between you and the guy in the mirror fellows.  
I'm just an innocent bystander.



## SHOWMEN'S CLINIC

Have you read your SHOWMEN'S TRADE REVIEW under date of March 24th? Did you perchance happen to note the story on page 9, having to do with the recent Showmen's Clinic conducted by the Mississippi-Missouri Theatre Owners Association? If you hadn't, I recommend it to your attention.

More and more theatre operating organizations are becoming aware of the importance of doing a real selling job, to try and attract those very elusive dollars into our boxoffices. Everything you will read in this story has been said before ... at our own regional meetings ... in these pages ... at Mike Simons' successful workshops. There is a growing reawakening of good old fashioned SHOWMANSHIP the world over. Can we do less than stand on our own feet and truly merit the proud title of SHOWMAN? I think not.

Let's not wait for meetings ... of our own or of other theatre groups. Let's conduct clinics of our own ... not once a year, but EVERY DAY, right in our own theatres. Let's study the facts and exploitation possibilities of every picture, every day. Let's follow through. Who knows ... you may even get to enjoy it. Worth a try, isn't it?

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## CONGRATULATIONS BOB HARVEY

Well, our Robert got himself an even twenty five bucks ... just as a little thank you from Jack Fitzgibbons and T.C.L. Why? Simply for doing an outstanding job of merchandising his confect-tions.

Bob was one of four managers selected by M.P. HERALD as a winner in their Better Refreshment Merchandising Awards. Two of the four were accounts serviced by T.C.L. Pretty good record, what?

There's all kinds of prize money floating around, guys. All YOU have to do is reach for it. If you simply don't try, then you just can't expect to wind up a winner. Simple, ain't it?

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## MORE EASY MONEY

You have, I hope, read Dick Geering's memo under date of March 23rd, advising that effective immediately the 10% commission heretofore paid on sales of books of F.P. tickets during the Christmas season only, is now available to all of our employees on a year-around basis.

Here is a swell opportunity for the people on your staff to add substantially to their earnings ... and for you to do something tangible about getting more and more patrons into your theatre. Get on the ball fellows ... this will take work and organization ... and the more books you can get into the hands of your local citizenry, the more customers you will get into those seats of yours ... and the fewer seats that you'll have serving no other purpose but to gather dust. O.K.?

## IT'S NEVER TOO LATE ... OR IS IT?

I have a letter from a manager ... commenting on his LUCY GALLANT engagement. It wasn't too good. He tells me that he was very impressed by the lavish fashion show in the picture ... AFTER he had sat through the first showing. He rushed out and tried to tie in a couple of ladies' fashion stores ... but alas ... it was just too late. He missed a good bet ... and quite possibly missed showing a profit on the engagement, just because he didn't know a thing about the picture until after it had hit his screen.

It seems to me that LUCY GALLANT had been reported in these pages not once but several times ... and the fashion angle came in for plenty of comment. This manager obviously does not read his BALLYHOO. Well, that's his business I guess. All I can do is report ... I can't force you to read it.

What gets me is this ... The fashion show angle gets lots of space in the pressbook. But ... I guess it's too much trouble to read that too. Well fella, one of these days you'll get a pic that can sell itself... without any help from you. Then, I guess you'll be a happy guy, and do some crowing in your weekly letter about the terrific selling job you did to justify the profit ... Ho hum ... It takes all kinds.

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## A CORRECTION

My apologies to Charlie Doctor whom I erroneously reported as manager of the Dominion in Vancouver. I should know better, but guess I wasn't thinking. Of course Charlie is head man at the big downtown Capitol in that city. Still, I suppose if I'd hear more frequently from the guy I wouldn't be so apt to confuse him with other managers in the town ... So, let's hear from you once in a while Chas ... and next time I'll credit you with the right theatre, huh?

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## HOW TO WRITE A WEEKLY LETTER

Perhaps I should have headed this "How NOT to write ..." but that would take up too much space, as the majority of letters I have seen fall in the latter category.

The manager's weekly letter is extremely important, guys. It is your story of what happened in your town during that week ... and you're the only one who can tell us. DON'T go into a detailed description of your attractions ... We know the story content ... We do want to know whether your customers liked them or not ... and why. We do want to know what you did that may have been a little out of the ordinary in selling them. We do want to know business conditions in your town ... new industries, and any that may have folded, and why. We want to know what your opposition played, and any non-theatre opposition during the week. I think you get the idea now, huh? At one time you used to have to write pages and pages every week. remember? Now all you have to do is fill the back of one page. Let'd do it right fellows. It's easy.



## MONTHLY MAINTENANCE REPORTS

The maintenance reports which you are required to complete and send to our maintenance and engineering department each month are an invaluable source of information, and keep the people in that department constantly aware of the physical condition of your property. They are important ... both to you and to us. Jules Wolfe advises me that while there is still a little slack in the East, the majority of our managers are pretty good, and do get their reports in on time. How about the rest of you fellows? When's the last time you sent in a report, huh? It's a MUST, you know ... so don't just sit around and try to duck it until somebody has to jump you.

I am not familiar with the procedure in the West ... but I have an idea that the same thing applies. Check on it fellows ... huh?

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## HOW LUCKY CAN YOU GET?

Paul Valliere sends me a clipping from one of the Quebec dailies, with a pic showing a Mrs. Frank Kipling receiving a cheque for \$2,000.00 - wow, two thousand bucks - from a local food market. Why the excitement ... and who is Mrs. Kipling? Well, she just happens to be the wife of Frank Kipling, projectionist at Paul's Capitol theatre, and member of our Quarter Century Club.

Note to the rest of our projectionists on the circuit, Well ... so what's with your wife?

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## MESSY AISLES

I visited a theatre the other night ... not very busy ... in fact it was so quiet that the usherettes - there were two of them - walked down the aisles holding hands ... they were afraid of the dark. I think they did it for another reason ... there was so much garbage in the aisles ... mostly empty popcorn boxes from the matinee, that they needed each other's support to keep from stumbling. I know that when I walked down to find a seat I had to kick several empty cartons out of my way.

I wonder what happens when this theatre has a really busy day. Let's smarten up fellows. Here we had two girls standing around doing absolutely nothing ... but it was too much trouble to pick the trash off the floor.

The cash customers notice it too, guys ... and it could be that they resent visiting a theatre ... and a really deluxe one, let me tell you ... that isn't at least as clean as the homes they had just come from.

Smarten up guys ... let's pay a little attention to our housekeeping, as just another little stimulant to our ticket sales.

## TRY THIS IN YOUR SPARE TIME

Hal Barnes, in the Central States' Theatres house organ reports this novel stunt being used by the Fox West Coast Theatres .... It makes sense ... what do you think of it?

This 'street test' is a very simple project that can be handled by the theatre manager, and will take not longer than ten minutes a day.

Each day, over a given period, preferably during the noon hour, the manager will station himself on the sidewalk, a short distance away from his theatre front, and introduce himself to a number of strangers who have just walked under his marquee. At the same time he offers to present them with a guest ticket ... if they can tell, without looking back, the titles of the features listed on the theatre marquee.

If the manager interviews a sufficient number of people, so that he actually gives out ten guest tickets a day for a week, the time and effort will be well worth while, and should pay good dividends in the future.

Certainly the next time these people pass by his theatre they will take a good look at his marquee, and know what is playing. Who knows ... the attraction may appeal to them, and as a result create an additional crop of patrons.

I led off by suggesting "Try this in your SPARE time." I want to amend that, and say ... MAKE the time to try this ... We're forever looking for new ways and means of attracting new customers to our theatres. How many of us actually do anything about it? Here's a good stunt ... and it'll get people talking about you.

Try it fella ... and when you do, drop us a note and tell us how it worked, eh?

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## HAVE YOU SEEN YOUR MARQUEE LATELY?

Silly question, what? Of course you've seen it ... you look at it every time you enter or leave your theatre. I know you LOOK at it ... but, do you SEE it?

I have just read a stack of investigators reports, and this is the first time that I have come across so many instances of misspelled names, titles etc.

What do you do? Just hand your marquee boy the copy, and then promptly forget about it? Don't you go out and check what he has put up when he's through? It looks awfully silly to see simple names misspelled, and the words in a title in the wrong order.

Take a good look at your marquee guys ... and make sure you SEE what's on it, huh?



## INTERESTED IN SAVING A BUCK?

It's a long time since we paid any particular attention to the conservation of hydro in our theatres. Maybe we've been too rich, I don't know. I do remember once, a long time ago, when bucks were hard to latch on to and we had to effect every possible saving just to stay in business. The money we saved in hydro alone at that time, and without affecting our normal operations, ran into fantastic figures.

Les Mitchell of the Capitol in Welland knows where those hidden bucks are. When Les took over the theatre a few months ago he made a study of his hydro costs and wasn't very happy. He noticed that the staff left lights burning all over the place for no obvious reason ... The cleaners turned all the house lights on and left them on for hours ... People were just too lazy to turn off the juice.

Les also studied his marquee schedule, and reduced wattages wherever a reduction was indicated. He then held a staff meeting and laid down the law. Know what happened? Well, let me show you.

In November his hydro ran him \$185.00. In December he was pleasantly surprised to note a drop of a couple of bucks. Came January and his bill came to \$172.00 ... February \$157.00, and in March, \$148.00. How do you like that? In four months Les managed to cut his hydro consumption from \$185.00 to \$148.00 ... a cool saving of \$37.00 per month on this one item. Doesn't seem like much did you say? O.K. fellow ... how fast can you multiply 37 by 300? Get the same answer I do? Does it come to \$11,000.00? That's what we can save if every theatre on our circuit can do the same job Les did. Worth a try? You bet it is ... so, how about it, huh?

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## WANNA SAVE ANOTHER BUCK?

Check your cleaning supplies fellows ... and all other supplies that you use around the theatre. Check your supply of electric light bulbs, and keep a running inventory just to make sure they don't get up and walk away. Make sure that your ushers' flashlight batteries are really exhausted before you issue new ones ... See that your staff uniforms are properly maintained ... pressed and cleaned when necessary, to prolong their usefulness.

And how about your stationery? I've seen some pretty fancy samples of stationery in our theatres being used as scratch pads ... and the cost ... yipe ! Sure you like your printer ... but I saved one theatre \$15.00 on a single order just because he checked with me and I was able to get him a better price.

Do you make sure that your carpets are properly cleaned EVERY DAY, to remove all traces of sand and grime? It'll prolong their life and save you the cost of new ones.

You'll be surprised what a surprising number of bucks you can save by just exercising the same care in the handling of all these little details as you do in your own home. We know you're good housekeepers. But ... prove it, huh?

## YOUR CONFECTION BUSINESS

Got a scare the other day ... an explosion at T.C.L. put our boys out of business for a week. Fortunately all of our theatres had sufficient stock on hand to see them through, and the lads at T.C.L. worked out of their suitcases for a while to make sure that nobody was short. As a matter of fact they did such a swell job that many of their accounts didn't even know that anything was wrong. That's what I call super-efficiency. Thanks Jack, and your gang of hustlers, for keeping us in business no matter what.

Incidentally ... everything's O.K. again ... new stock, new paint job, and business as usual. But, how about those heaters of mine guys ...? Gonna look after me? Thanks.

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## U.N. FLAGS

Jack advises me that he has had to discard the album and data sheet idea. There just weren't a sufficient number of requests to justify the expense involved. However, the flags are still available to you as a straight give-away with popcorn or soft drink purchases ... and they're at your T.C.L. branch now.

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## WATCH YOUR DRINK MIXTURE

Remember our \$69,000.00 question? Is yours one of the theatres which contributed to that ridiculously high shortage? What are you doing about it?

Here's one way you can cut down on your shortage ... Watch your drink mixture. A couple of my managers reported that a check showed that their mixture was far too rich ... which didn't make for a better drink, and served to cut down the yield per gallon. Your controls should be checked frequently to make sure that your customers are getting a good drink, and that you are getting the maximum yield.

Don't overdo it though, huh? I bought an Orange Crush at a theatre the other day, and except for the fact that it was dispensed from a Buckingham unit I'd never have recognized it for orange. Be reasonable guys, eh? When a patron pays you a dime for a drink he expects more than just pure aqua.

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## POPCORN TOO

One of my managers who got a very bad report on his popcorn yield did something about it. He spent a little time to teach his girls how to fill the boxes ... He made sure that the warmer was locked when not in use ... He checked his stock PERSONALLY on arrival and estimated how many boxes it should yield ... and then checked his yield. He's getting the maximum now. Simple?



## GUESS THEIR EDITORS LIKE 'EM

Following publication of the editorial Al Hartshorn was able to plant in the Oshawa Times-Gazette, I have received three more ... and dandies too.

Ted Doney sends along copy of the editorial page of the Guelph Daily Mercury, and occupying the honored top position is as fine a piece of public relations as I have ever seen. The editorial is headed TOP NOTCH FILMS FOR CITY, and goes to some length to tell the public what the movies have to offer that T.V. can't. In effect the story is similar to the one in the Oshawa paper.

Paul Valliere followed a different tack. He read Barney Balaban's statement in the trade press, and used that as his bait. The Quebec Chronicle-Telegraph bit, and I see a swell editorial entitled MOVIES WON'T SURRENDER TO T.V. including Mr. Balaban's statement and some commentary by the editor.

From Windsor, via. Gene Fitzgibbons I see a story - not on the editorial page - nevertheless a good story headed, FILM HOUSES FIGHT VIDEO. Some good pertinent facts are reported, with some complimentary comment for the manner in which our industry has kept right up to the minute with all the latest developments. My friend Joe Lefave claims credit for the story ... but he didn't, I guess, think it important enough to send along to me.

Well ... that's three. How about the rest of you guys? Does your editor like you? Prove it ... send me the story.

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## THOSE MORNING "KID" SHOWS

It's too bad that some managers consider special juve shows as just another evil that they have to contend with ... and simply refuse to do anything about it until they are needed into it. A couple of the boys I know simply ignored the whole thing, until they got to thinking that maybe somebody would take a crack at them ... so ... three days before the dates they reluctantly set, they petitioned their booker for a program. He got it for them. They placed a small ad in the paper the night before, and ... you guessed it ... starved to death.

Fellows ... doing a thing just because you're forced into it is worse if anything than not doing it at all. If you're not sold on it, and don't care enough one way or the other, how do you expect your customers to react?

You know ... or should know if you're in the groove, when special shows can make money for you. You should also know, if you don't, how to go about selling these shows. Don't wait until the last minute. Work well ahead of time. You'll stand a better chance in that way.

I have a note ... a very refreshing note from George Dowbiggan in the Winnipeg office, and he lists the theatres he had booked with special Easter week shows. And, you know what? Just about every theatre in the group he books had one. Just goes to prove once again that if you'll cooperate with your booker, he'll do the same for you.

## SELLING BOOKS OF F.P. TICKETS?

How're your books of tickets moving ... huh? Sales slow down a little following the Christmas splurge? That's natural ... and they're not going to pick up unless YOU do something about it.

Bill Cullum of the Regent in Ottawa did ... and his sales are good. Bill heard that the Ottawa Citizen was interested in picking up some inexpensive but effective gimmick as an incentive for their carriers. He suggested the use of books of tickets ... The paper accepted his suggestion, and it has proven to be the most popular deal they have ever had.

Since the first of the year Bill has sold them a total of 180 books, with a net value of \$360.00. Their last order called for delivery of one hundred books.

This is good business ... and just goes to prove that if you're interested and explore every possible sales avenue ... you MUST come out ahead. Nice going Bill.

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## FOTO-NITE

Some of our theatres are still using Foto-Nite to try and build up their weak nights. In some situations it has reached the point where it doesn't seem to be doing too much good. Sometimes there's a reason for that. You know, any gimmick can go stale if you don't on occasion inject a little life into it. If you use a dart game, or balloon blowing, or pie-eating, week after week after week, the customers are bound to get fed up on it. They expect something different, something novel ... something to maintain their interest, and if you won't give it to them ... they'll shop elsewhere.

Charlie Bahrynowski of the Royal in Fort William doesn't pass up too many opportunities. Fort William was planning a winter carnival, with queens and all the trimmings. Charlie made arrangements to introduce the comely contestants for the title of Queen, one week in advance of the voting, from the stage of his theatre ... on Foto Nite. The house was jammed ... the newspaper sent down a photog who shot off a few bulbs, and the following day a four column spread appeared in the press.

This is one example of alert showmanship. And what have you done lately to make you eligible for the traditional top hat?

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## NATIONAL MOVIE WEEK?

Jim Gow, out in Vancouver suggests that we designate one week in the year as NATIONAL MOVIE WEEK. And why not? Of course we hope that EVERY week is movie week ... but why not pick one particular week and really dress it up as this industry certainly should know how. There are cheese weeks and hot dog weeks, Visit-your-tavern weeks and Be Kind to Your Mother-in-Law weeks ... so, what more natural than a NATIONAL MOVIE WEEK?

It's an interesting idea and can stand further study.



## OUR DRUM-BEATERS' CORNER

### CAPITOL - CALGARY

While glancing over the pressbook on RANSOM, Ralph came across a familiar name ... Leslie Neilson, an ex-Calgarian ... so, he naturally made good use of the fact in his exploitation. The local Herald was advised, and came through with an excellent story on the night before the pic opened.

The player's mother was interviewed over the leading women's radio program, and again on T.V. She was presented with gifts and flowers and invited to be an honoured guest at the theatre, along with a group of close friends she happened to be entertaining at the time. Then followed more interviews by some of the popular deejays who had worked with her son before his trek to Hollywood.

Ralph had pictures of these various interviews taken, and made good use of them in his displays, also in his newspaper ads. Feels that the local touch helped his B.O. considerably. That's what I call being right on the button, and cashing in on an angle even if it isn't handed to him on a silver platter. Nice going Ralph ... and keep your stuff coming, huh?

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### ALGOMA - SOO

To build up the last few days of his ten day run of PICNIC, Norm had the very excellent short 24 HOUR ALERT booked. He contacted the director of C J I C, also the local T.V. station, who had recently attended Civil Defense courses in the U.S. and invited him to a preview of the subject. The guy was most enthused, and came through with much excellent publicity over both outlets.

Members of the Ground Observers Corps and local Air cadets paraded to the theatre as guests of the management. Much good word of mouth advertising resulted.

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### CAPITOL - NORTH BAY

Tying in his date on DESPERATE HOURS with St. Patrick's Day, Bob had a life-size cutout of a policeman in his lobby, with cute Irish copy to the effect that the law would protect all and sundry who purchased admissions to see the terrific movie.

The whole staff wore shamrocks, imprinted with DESPERATE HOURS copy for one full week in advance of opening. An excellent spring display of flowers was arranged as a lobby attraction ... Spring? In North Bay? In March? Now I've heard everything.

Bob promoted several copies of the pocket edition of the book, tore out the pages, overprinted them and used them as very effective heralds.

And I'm still waiting for a full-scale, all-out, honest to goodness campaign from our Robert ...

## NORANDA - NORANDA

They do things in a big way in the North country. Johnny Tomlin advises me that for his CARMEN JONES date he used a twelve foot standee of the gal on the sidewalk in front of his theatre ... He hastens to add that he didn't pay for it ... simply promoted it from Bob Martino who had used it earlier at the Capitol in Rouyn.

The lads on C K R N kicked through with several good spots daily, featuring music from the pic and theatre credits, from one week in advance of the playdate right through the entire engagement.

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## CAPITOL - LONDON

Bill Trudell had SINCERELY YOURS booked, and knowing its history was just a little worried about it. Obviously the regular ads weren't doing the picture too much good, so Bill framed a special personal endorsement ad of his own. He told the readers that in his opinion this was a really good picture, and he was sure that if they'd ignore the criticisms they had heard and come see for themselves, they'd fully enjoy it. He told them that he enjoyed it, and so did the rest of his staff. He told them ... and get this ... that if, after seeing it they could honestly say that it was not a good picture, he would cheerfully refund their money. In addition Bill promoted roses for the first fifty ladies to attend each afternoon.

Well ... to be brief, the first day's business was nothing to rave about, but after the ad appeared in that evening's papers, up it went. Tuesday was much better, and Wednesday better still.

All you've got to have is the courage to go out and do something that is just a little different to the prescribed procedure. Bill did, and it paid off handsomely.

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## CAPITOL - ST. KITTS

Vern Hudson reports that he made use of the Lustre Creme deal on his engagement of ANYTHING GOES, and was able to plant excellent displays in three leading downtown stores. Jake Glover, deejay on C K T B used a full fifteen minute program featuring the song hits and some good snappy chatter on the picture. The songs were also featured on the daily 'Morning Melodies' program to which Vern contributes a couple of ducats a week.

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## PARAMOUNT - ROUYN

Benoit Lehoux reports that he arranged for the local chapter of I.O.D.E. to stage their annual fashion show on his stage. No further details, so I don't know whether he received a rental for this deal, or just used it as Public Relations for his theatre.



## REGENT - OSHAWA

I have a note from Al Hartshorn reporting on his most recent Teeners' Advisory Council meeting a couple of Saturdays ago. These council meetings are really catching on, and the young teenage crowd turns out enmasse every time one is called to order.

More than 300 girls attended this one, which featured a representative and demonstrator of the Richard Hudnut cosmetic company. The young lady delivered a very interesting address on the right and wrong way to use cosmetics ... handed out fifteen valuable gifts ranging in value from \$3.00 to \$15.00, and in addition presented every girl in attendance with a \$1.50 sample kit.

In advance of the meeting the company's representative put in two excellent full windows in a local drugstore, featuring one of their new lines, with good credits for the theatre.

Al's wife Helen, who is the councillor, opened the meeting, spoke on current and coming movies, and ran off half a dozen trailers of coming attractions. She also handed out a couple of hundred stills provided by the distributors.

Half way through the meeting a Pepsi break was held, with free drinks 'on the house.' The next meeting of the council is scheduled for April 28th, at which time Cole of California will present a live fashion show, with models to be selected by Helen from among the membership.

As far as I know Oshawa and Fort William are still the only two situations to have inaugurated these Teeners' Advisory Councils, although I understand one is in the planning stage in Winnipeg. What's the matter with the rest of you guys ... Kinda nervous about having a mob of females swarming around? Brother, how times have changed ...

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## PARAMOUNT - PETERBORO

For Art's engagement of GREAT WALTZ the local concert association provided him with their membership list for a telephone blitz ... which he used quite successfully. The radio station kicked in a fair amount of free time.

Another school safety patrol party was held ... with the feature being HELEN OF TROY. Local merchants provided treats for all members of the patrols.

For LUCY GALLENT, Art tied in two local ladies' wear stores. The windows were loaded with display material and good display cards. A telephone campaign along the lines suggested in the pressbook was carried on by the cashiers during the week in advance of the playdate.

Art's current attractions still being featured on the 'Know your stores' page in the local Examiner.

## DOWNTOWN - HAMILTON

Paul Turnbull writes to remind me that he too participated in the educational program over C H C H - TV reported under the Tivoli, Hamilton heading ... and received many good plugs in return for a few ducats used as prizes for the juves.

Another of the annual Spectator carrier boy's shows was arranged at the Granada a few weeks ago. The Spec printed and distributed thousands of special heralds, with good theatre copy, also used their pages to publicize the event.

For NAKED AMAZON, Paul made use of a saturation type of radio campaign ... had an excellent advance display in his lobby, and erected a terrific and certainly flashy front for the occasion. Business was the best the theatre had enjoyed in months.

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## STRAND - BRANDON

Joe Pungente sends details of a deal he made with a local clothing store ... and it's good. The store sponsored a series of nine kiddie's shows ... one a week, and paid a flat fee for every young 'un attending. Something like the accepted Pepsi-Cola bottle cap deal, except that it ran for a full nine week period. The deal was announced in a quarter-page newspaper ad, and you may be sure the small fry weren't averse to getting in on a free show. Joe reports that his confection bar was taxed to capacity, to keep up with the youngsters' demands.

In the way of carbon saving, Joe has elaborated a little on the several suggestions published previously. Instead of reaming his carbons to enable him to join two ends, he uses small copper sleeves into which he inserts the short ends of negative carbons. In this way he can burn them down to an inch or so. The cost is very small, as for 40¢ he buys a square foot of copper sheeting, out of which he can produce about thirty sleeves. He reports a substantial saving in carbon costs.

How about you fella? Still tossing away four and five inch lengths of carbon?

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## ORPHEUM - SOO

Olga does a fine job of decorating her confection bar to take advantage of seasons and holidays. Her latest was a St. Patrick's splash, and it was a pip. No wonder she sells so much candy off her limited counter space. Wonder why she doesn't send details to the trade press, and Jack Fitzgibbons ... Maybe she's not interested in knocking off a little extra dough.

For IT'S A WONDERFUL LIFE, Olga made use of stair strips running all the way up to her balcony. Very attractive.



## STRAND - TRAIL

I've got a whole stack of material from Alex Barclay, covering several weeks ... let's see what I can do with it.

MR. ROBERTS gave Alex the chance he had been waiting for, so quick he tied in the local naval cadets who set up an excellent display in his lobby, and provided uniforms for his entire staff. These were worn for one week in advance and during the playdates. A full dress parade was arranged for opening night, but inclement weather made this impossible, so Alex compromised, and had a full detachment of cadets stationed around his theatre during the evening.

C J A T staged an ice carnival recently, for the small fry, and Alex sold them the idea of using theatre tickets as prizes. Every time a ticket was handed out, good mention was made of the theatre and attraction.

The same radio station has a popular ladies' afternoon program, featuring suggestions from the listeners re. cooking, gardening etc. For a couple of ducats a week, used as prizes, the theatre comes in for much good mention.

Sorry we had to condense this Alex ., but our space is limited, and you can help a lot by sending in your entries on a weekly basis instead of saving them all up. How about it boy?

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## CAPITOL - GALT

Nice to hear from Eddie, even though he hasn't anything particularly exciting to report. Seems that his I SAW deal is still appearing in the Galt Reporter, even though they miss the odd day for lack of sufficient entries. I also see good scenes on off-theatre pages on both ANCHORS AWEIGH and GLORY.

A good display was set up in the window of Rouse's Music store on each of the above two attractions.

A new radio program which is aired every morning, Monday through Friday makes mention of the Capitol's current attractions in return for a couple of Oakleys a week.

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## PARAMOUNT - KELOWNA

That guy Harper has Books of F.P. tickets in his blood ... and not only during the Christmas buying rush. You know of course, that you can't even shake hands with Will without finding a book in your mitt when he lets go.

Well, Bingo our arch enemy has finally invaded Kelowna, and in a big way, with prizes which include new cars, costly appliances etc. etc. Will couldn't do anything about it ... except this ... He sold the promoters the idea of using theatre tickets as consolation prizes, and wound up with a sale of 100 full books. T'ain't bad, I'd say.

## CAPITOL - WINNIPEG

Let's see what Bill Novak did to get every possible boxoffice buck out of his engagement of ROSE TATTOO. First he arranged a Hollywood-style sneak preview which jammed his house with customers who left raving about the pic. Frank Morris, movie critic of the local Free Press came through with a glowing review, and pinpointed the picture as an absolute 'must' in entertainment.

An effective display was created making good use of this and other critics' press reports. A total of 430 lines of free space was garnered from the Free Press, and the other Winnipeg daily, the Tribune came through with nearly 1,000 lines, splitting their comments between the picture and Magnani. Good pics were plentiful, stressing the coming Academy Awards and Anna Magnani's eligibility. A lot of the free space was in the classified ad section of the paper.

All local Italian clubs were contacted, and the executives invited as guests of the manager. One sheet displays were placed in Italian sections of the city. Personal letters were addressed to the five local drama groups. The supporting short 'Bing Presents Oreste' was well publicized among the music groups throughout the city. Incidentally ... ROSE TATTOO did one whale of a business.

For his I'LL CRY TOMORROW date Bill really gave it the works, starting with a special preview a couple of weeks in advance, for the press, radio, music directors, A.A. executives etc. The reaction was terrific, and got him off to an excellent start.

American News Company, distributors of the pocket novels cooperated to the full. Banners with full theatre credits were posted on all their trucks, and in addition they arranged an even dozen good window displays in top downtown locations.

Similar tie-ups were made with the book departments of both the T.Eaton Co. and Hudson's Bay, with a profusion of good stills scattered among the counters, and naturally, good credit cards. Local radio stations really came through. C J O B ran the full Susan Hayward interview disc, and both stations made good use of the sound track recordings, with full credits. A good T.V. campaign didn't hurt either.

Six windows were arranged with key music dealers in the top down town locations, each loaded with stills and posters, along with good credit cards.

All in all a very comprehensive campaign ... and, did it do business? That ain't a frown Willie's wearing ... it's a great big smile, man. Here's one picture we know can pull you right out of the red ... if you're in there ... IF you'll just get out and do some plain and fancy hustling. They don't sell themselves, guys ... no matter how good. Still takes a little help from you.

So ... now that I've finally heard from Bill Novak, how about a line or two from you Eddie? Or ... are you still living off the BLITZ FOR FITZ dough you knocked off? Let's get you into our NATIONAL BALLYHOO prize list ... huh?



## METROPOLITAN - REGINA

It's always nice to hear from Jack Heaps ... the guy's always trying something, and that's what we're after.

Jack had THE LONE RANGER booked and tried to sell out his house to General Mills. This however involved too much red tape, so he dropped the idea and worked out another deal with the P.R. man on C K C K and the manager of the local General Mills outfit. Every kid bringing with him a box top from any of the G.M. products was eligible for the prize draw conducted from the stage during the early show. The kids paid the full admission price, but the prizes which included footballs, baseballs, mitts, fishing tackle etc. were provided by General Mills.

On Thursday, Friday and Saturday the radio station kicked in a total of nearly 60 spot announcements, worth at commercial rates in the neighborhood of \$200.00. In return, Jack gave them a small, neat lobby display. Fair deal? I'd say so.

And what good did it do? Well get this. Since the first of the year the theatre played to an average of 400 juves at the Saturday matinees. On this Saturday ... 2200 youngsters crammed their way in ... and at twenty cents per, that sure ain't hay.

Sure the LONE RANGER is a kids' show ... but I know some spots where it didn't do this kind of business. Must be that we still have to do some selling to get those seats of our filled, and Jack Heaps seems to be one lad who's quite an expert at that sort of thing. Nice going fella ... and keep it comin', huh?

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## REGENT - BROCKVILLE

Charlie Perrie rented his theatre for a cooking school for one full week, and certainly took full advantage of the seven or eight hundred in attendance at each session. He mounted a 35mm projector on the balcony rail, and projected stills of coming attractions onto the screen just before the demonstrations began. Charlie was on stage with a mike during this, with a running commentary on the features. The ladies were quite happy about the whole thing.

Charlie is trying to get an I SAW deal started in the local daily, and hopes to have some news for us in the very near future. In the meantime he gets himself some good space in the Athens Reporter, a weekly, in return for a couple of ducats weekly as prizes in their 'Spot the Stars' contest.

Charlie had a couple of thousand mailing pieces made up for IT'S A WONDERFUL LIFE ... and then he discovered that it was going to cost \$30.00 in postage. So ... Chazz and one of his ushers, each armed with a load of the sheets covered the town stuffing them into mailboxes. Served the same purpose, and saved a fair number of bucks.

Thanks for the invite to a spaghetti dinner Charlie ... An awful lot of calories in the stuff though ... Maybe Ruth can turn out the No-Cal kind, huh?

## TIVOLI - HAMILTON

Hamilton has its share of deviates, and this has become a serious problem during the past few months. In co-operation with Bill Long of C H C H - TV, Don Edwards helped set up a program of protective education. The kids were invited to write in, quoting the safety rules they had been taught at school, and the first 50 with the correct answers were awarded guest tickets to the Tivoli. This was well publicized over the T.V. channel, with good theatre and current picture credits.

For HELEN OF TROY, Don personally contacted the principals of all the collegiates, many of whom made personal announcements to the English and History classes.

As soon as he had a definite date on PICNIC, Don contacted the O'Brien News Agency and arranged area-wide coverage on their bantam books. Hundreds of advertising pieces were mailed to all dealers, and all trucks were bannered with 30 x 40 displays. Don also put up a display on his confection counter where copies of the book were on sale.

When Kim Novak visited Toronto, Don invited Eaton Howitt, popular local columnist to accompany him to the reception. As a result an excellent story appeared just in time for the pic's opening. Beautyland Salon used a good cut of Kim in their 450 line display newspaper ad on opening day.

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## EMPRESS - MEDICINE HAT

In M.H. there are three theatres ... two open all year around, and the Empress which operates only Fridays and Saturdays during the winter months. DAY OF TRIUMPH was booked into the Empress for three full days, and outgrossed the same days at either of the other two theatres ... and here's why.

Fred Tickell held an advance screening for the ministerial association, as well as members of the press and radio. Reaction was terrific and every minister in the city came through with good pulpit announcements on the Sunday immediately before it opened. Most church bulletins also mentioned the picture and theatre.

A good cut appeared on the Church page of the local daily, accompanied by an excellent review. Fred buys some radio time as a policy, but the radio lads were so impressed with the pic that they kicked in more than double the paid time for free.

Fifty special half-sheet cards were made up and spotted in Church lobbies, schools and stores throughout the district ... Attendance, as previously mentioned, was the best this house has enjoyed in some time, which simply goes to prove that a little effort, know-how, and the will to do can't help but pay good dividends.

A swell job of selling Fred ... Keep it up.



CAPITOL - WELLAND

I'll say one thing for Les Mitchell ... he's forever trying, and it's not exactly a cinch in as tough a town as Welland is at the moment.

When he played FOREVER DARLING, Les persuaded one of the local jewellers to name one of his lines the FOREVER DARLING diamond. The jeweller also kicked in a \$160.00 diamond ring to be used as a contest prize. To announce the contest, the man even went for a 400 line newspaper ad, a good portion of which was devoted to theatre copy.

The lucky winner was awarded the ring on the stage of the Capitol, and the following day a good pic of the event, plus a covering story appeared in the local Tribune.

This of course is in addition to the standard gimmicks employed by Les, such as permanent window displays, scenes on off-theatre pages in the daily, and radio time in exchange for a few ducats. I'd say it's pretty good, huh?

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Well guys ... we've reached the end of another issue ... so now I've got to start digging up material for the next. That's the way it goes.

Your stuff is coming in a little better ... but I still am disappointed in the number of abstainers, guys who did such a terrific job during our BLITZ. What's the matter guys? Not enough prize money to reach for? Or had you expended all of your energy during our three month drive? I really would give something to find the answer.

However, the rest of you are doing fine ... just keep up the good work, and keep us advised.

Incidentally, if you happened to send in some material during the past few days, and it doesn't appear in these pages, don't be too disappointed. I do have to set a deadline ... or I'd be typing in my sleep ... and your stuff will receive the space it's entitled to in our next issue.

How about a covering report on some of your Easter week activities? Or did you have any to speak of? You know, something you did can possibly be adapted to current use ... so don't keep secrets, huh?

Well ... I want to get this out in our week-end mail, so will have to sorta cut it short. Business will only be good if you honestly try to make it good ... so, KEEP BALLYHOOIN', will ya?

Dan Krendel